



**2016  
CORPORATE  
INVESTMENT  
OPPORTUNITIES**

## **ABOUT THE BUFFALO HISTORY MUSEUM**



### **By the numbers**

- 45,000 Visitors annually
- 1,600 Supporters
- 150 Public programs each year
- 100,000 Artifacts
- 200,000 Photographs
- 20,000 Books
- 2,000 Manuscripts

*Photo by Joe Cascio*

### **We are the largest regional history museum serving over 150 years**

Since 1862, The Buffalo History Museum (TBHM) has been Western New York's premier historical organization. We are the keepers of the authentic stories that make our community unique. Our collections, exhibits and programs tell the stories of the people, events and movements that demonstrate Western New York's essential place in shaping American history.

### **We inspire the community to enjoy and safeguard our historic treasures**

TBHM safe keeps one of the largest and most comprehensive regional collections in the United States. We care for the prestigious historic treasures that characterize and draw national attention to our community. Our growing collection includes 100,000 artifacts, 200,000 photographs, 20,000 books and 2,000 manuscripts that show how our region set the course for the United States and the world. Currently exhibited world-renowned artifacts include the Red Jacket Peace Medal, presented to Seneca Chief Red Jacket in 1792 by President George Washington; and the revolver used during the assassination of President William McKinley.

### **Western New York's foremost institution for local heritage**

TBHM is accredited by the American Alliance of Museums (AAM). Out of the nation's estimated 17,500 museums, 775 are currently accredited by the American Alliance of Museums. TBHM is one of only 63 museums accredited in New York State, out of 900 institutions. AAM accreditation brings national recognition to a museum for its commitment to excellence, accountability and high professional standards and continued institutional improvement.

TBHM is a private, not-for-profit organization tax exempt under Sec. 501(c)(3) of the Internal Revenue Code. We receive operating support from the County of Erie, the City of Buffalo, the New York State Council on the Arts, and from donors and members.

## **THE FOOD TRUCK RODEO**

**WHO** Western New Yorkers of all ages- families, students, young professionals- come to the popular Food Truck Rodeo. Between 10-15 local food trucks set up shop in the Museum parking lot, providing guests with a wide array of dining options.

**WHAT** Now in its fourth year, The Food Truck Rodeo offers corporate supporters seasonal exposure in a family-oriented environment.

Each Rodeo brings over 500 people to Museum grounds for picnicking, free music, free museum admission and to support local fare.

Children's activities and crafts take place at the Museum and our loyal "Rail Baron" volunteers operate the 1900 replica train model. Gallery Guides also offer free docent-led tours of exhibits. The 2016 Rodeo series will include lawn games, face painting and chalk art. We will also open the doors for open house tours of The Julia Boyer Reinstein Center, conveniently located on Museum grounds across the parking lot from The Museum.

**WHEN** The first Wednesday of each month from June through September

**WHERE** The Buffalo History Museum grounds, including the portico, Japanese Gardens and The Julia Boyer Reinstein Center

**DEADLINE FOR SUPPORT** To receive all benefits associated with Food Truck Rodeo sponsorships, please commit by March 31, 2016.

## FOOD TRUCK RODEO SPONSORSHIP OPPORTUNITIES

### **\$10,000 Presenting Food Truck Rodeo Sponsor**

#### **\*\*Exclusive Opportunity\*\***

- Naming rights to the event series- “The Buffalo History Museum and <Your Company> present the Food Truck Rodeo>” and “Free Museum Admission during Rodeo hours courtesy of <Your Company>”
- Indoor banner (provided by company) displayed in the State Court from June - September
- Outdoor banner (provided by company) displayed outside The Julia Boyer Reinstein Center during each Rodeo
- Opportunity to distribute company branded premium and host a promotional table at each Rodeo
- Opportunity to screen company advertisements/commercials in the Museum auditorium during each Rodeo
- Company logo and name included in all event-related media and advertising
- VIP designated seating area for up to fifteen people at each Rodeo
- An exclusive docent-led tour provided for your company at each Rodeo
- Company logo and hyperlink in four promotional emails, e-blasted to 3,500 Museum supporters
- *Bonus!* Full page advertisements in the Red Jacket Awards Dinner and Paint the Town program booklets



### **\$5,000 Supporter**

- Company logo and name included in all event-related media and advertising
- Company logo and name included in four promotional emails, e-blasted to 3,500 Museum supporters
- Outdoor signage/banner (provided by company) displayed outside The Julia Boyer Reinstein Center at two Rodeos of your choice

### **\$2,500 Benefactor**

- Outdoor signage/banner (provided by company) at one Food Truck Rodeo of your choice
- Company logo and name included in four promotional emails, e-blasted to 3,500 Museum supporters

**\*11TH ANNIVERSARY\***  
**PARTY ON THE PORTICO**  
**EVENT FACTS**

**WHO** Party on the Portico (POTP) is The Buffalo History Museum’s most popular friend-raising event, attracting over 1,700 people from all corners of Western New York to Buffalo’s best back porch.

**WHAT** Each POTP features free party snacks, live local music, cash bar, free 15-minute mini-tours of TBHM, great views of Mirror Lake, Delaware Park and the Japanese Gardens—all from the portico and steps of the iconic museum.

Admission for each POTP is \$10 for the general public and \$5 for Museum members. The series runs rain or shine and is exclusively for guests ages 21 and over.

**MARKETING & MEDIA** A robust marketing and media campaign promoting POTP reaches hundreds of thousands. Promotions run from May through August, including TV commercials with partner WBBZ-TV, posters, post cards, print advertisements, online calendar listings, press releases, social media and email marketing. POTP has been featured in Picture Page coverage in The Buffalo News.

**WHEN** M&T Third Fridays, 5:30 p.m. - 8:30 p.m.  
2016 Dates: June 17; July 15; Aug. 19

**WHERE** The Buffalo History Museum (One Museum Court, Buffalo, NY 14216)

**PAST SPONSORS** M&T Bank, Uncle Bob’s Self Storage, Try-it Distributing, Wegman’s, Artvoice, WBBZ-TV, Buffalo Spree

**DEADLINE FOR SUPPORT** To receive all benefits associated with Party on the Portico sponsorships, please commit by March 31, 2016.

## PARTY ON THE PORTICO SPONSORSHIP OPPORTUNITIES

### \$7,500: Platinum Sponsor

- Company name and logo included in all event-related press releases and media alerts
- Opportunity to distribute company branded premium (ie, plates, napkins, cups, pens) at each POTP
- Signage on band stage (provided by company)
- All docent led mini tours presented by “Your Company” plus private, exclusive tours for your company’s guests
- Company logo and name in summer edition of “The Album,” our quarterly newsletter, 3,500 mailed and distributed to museum supporters and at outlets across WNY
- Company logo on event tickets
- Company logo in all print advertisements
- Company logo and hyperlink on event web site
- Company logo and hyperlink included in three event promotional emails
- Company logo in all promotional POTP commercials
- Company logo on 100 promotional posters
- Seventy-five tickets to the event series with a designated company VIP seating area
- Private behind-the-scenes tour for up to 15 guests at The Buffalo History Museum Resource Center
- *Bonus!* Two full page ads in the Red Jacket Awards Dinner and Paint the Town programs



### \$5,000: Gold Sponsor

- Signage on band stage (provided by company)
- Company logo on event tickets
- Company logo in all print advertisements
- Company logo included in three event promotional emails
- Company logo in all promotional POTP commercials
- Company logo on 100 promotional posters
- Fifty tickets to the event series



### \$2,500: Silver Sponsor

- Company logo included in three event promotional commercials
- Company logo and hyperlink in three event promotional emails
- Company logo and hyperlink on event web site
- Company logo on 100 posters
- Thirty tickets to the event series

### \$1,000: Bronze Sponsor

- Company logo and hyperlink in three event promotional emails
- Company logo and hyperlink on event web site
- Fifteen tickets to the event series

## **THE RED JACKET AWARDS DINNER EVENT FACTS**

**WHO** The Red Jacket Awards Dinner attracts a highly influential audience, ranging from 175-225 guests annually.

**WHAT** The Red Jacket, The Daniel B. Neiderlander, and The Owen B. Augspurgen Awards are presented to community leaders and organizations at the annual Red Jacket Awards Dinner. Many community members regard the Red Jacket Award as the most prestigious honor in Western New York. The medal is one of the most significant artifacts in our collection; the American Numismatic Society lists the Red Jacket medal as the fifth most important medal in American history.

**WHEN** Fall 2016 – Date TBA

**WHERE** The Buffalo History Museum’s State Court & Mezzanine

**DEADLINE FOR SUPPORT** To receive all benefits associated with Red Jacket Awards Dinner sponsorships, please commit by June 30, 2016.

### **PAST RED JACKET RECIPIENTS**

1957 Roy E. Nagle	1984 Cecilia Evans Taylor	2002 William R. Greiner
1958 Charles Burchfield	1985 Father James Demske	Hon. John J. LaFalce
1959 Hon. John Lord O’Brian	1986 Seymour Knox III	J. Warren Perry
1960 Welles V. Moot	& Northrup Knox	2004 Arnold B. Gardner
1961 Jane Keeler	1987 John Koessler	Ann T. Mikoll
1962 George Forman Goodyear	& Paul Koessler	Richard & Karen Penfold
& Seymour Knox II	1988 Robert E. Rich, Sr.	2005 Hon. John T. Curtin
1963 Julian Park	1989 Robert D. Fernbach, Sr.	Sister Denise Roche
1964 Dr. Clayton W. Green	1990 Paul A. Schoellkopf, Jr.	James M. Wadsworth
1965 Fenton M. Parke	& Margaret G. Swift	2006 Richard C. Marcus
1966 Alfred Kirchhofer	1991 Edward F. Walsh	2007 Hon. George K. Arthur
1967 George F. Phillips	& John N. Walsh, Jr.	& Herbert Hauptman, Ph.D.
1968 Julius W. Pratt	1992 Robert J. Kresse	2008 JoAnn Falletta
1969 Charles Desmond	& Robert L. Wilson	& Edwin T. Bean, Jr.
& Owen B. Augspurgen	1993 Jesse E. Nash, Jr.	2009 Dr. V. Roger Lalli
1970 Harold L. Olmsted	& Mary-Kent Prentice	& Maryann Saccomando
1971 Edwin F. Jaeckle	1994 Max B.E. Clarkson	Freedman
1972 Charles H. Diefendorf	& William M.E. Clarkson	2010 Christopher T. Greene
1973 Frank A. Sedita	1995 David W. Rumsey	Finley R. Greene (posthumously)
1974 Julia B. Reinstein	& Robert G. Wilmers	Wayne D. Wisbaum
1975 William C. Baird	1996 Joan Bozer	2011 Cindy Abbott Letro
1976 Katherine & Franz T. Stone	1997 William G. Gisell	& John N. Walsh, III
1977 Mason O. Damon	1998 D. Bruce Johnstone	2012 Clement & Karen Arrison
1978 Robert B. Adam	& Gail Johnstone	& Thomas R. Beecher, Jr.
1979 Elisabeth L. Petri	1999 Calvin Rand	2013 James L. Magavern, Esq.
1980 Frank G. Evans	& Charles Rand Penney	& Edward F. Walsh, Jr.
& Lydia T. Wright	2000 Sue S. Gardner	2014 Mary Ann Kresse
1981 Peter G. Economou	& Kevin P. Gaughan	2015 Burton Notarius (posthumously)
1982 Ralph Loew	2001 Robert J.A. Irwin	Eugene Vukelic
1983 Manly Fleischmann	& Frank B. Mesiah	

## RED JACKET AWARDS DINNER SPONSORSHIP OPPORTUNITIES

### **\$5,000 Presenting Sponsor of The Red Jacket Awards Dinner** *\*\*Exclusive Opportunity\*\**

- Naming rights to the event: “The Buffalo History Museum and <Your Company> Present the Annual Red Jacket Awards Dinner”
- Most prominent logo placement in all print and electronic materials, mailed to 2,500 Museum supporters
- Banner with corporate logo (provided by company) displayed in the State Court the week of the event
- Company name and logo in all event-related media releases and alerts
- Company logo and name in fall edition of “The Album,” our quarterly newsletter, 3,500 mailed and distributed to museum supporters and at outlets across WNY
- Company name and logo hyperlink on web page
- Table of eight guests at the Red Jacket Awards Dinner with company logo signage on table
- Twenty-five passes for general Museum admission



### **\$3,000 Gold Sponsor**

- Company name and logo listed on the web page Logo on event invitations (print and electronic)
- Banner with corporate logo (provided by company) displayed in the State Court the week of the event
- Full page ad in program booklet
- Table of eight guests at The Red Jacket Awards Dinner
- Twenty passes for general Museum admission

### **\$2,000 Silver Sponsor**

- Logo on event invitations (print and electronic)
- Half page ad in program booklet
- Table of eight guests at The Red Jacket Awards Dinner
- Fifteen passes for general Museum admission

### **Other ways to support The Red Jacket Awards Dinner**

- Advertise in our program: Full page \$300/Half page \$150/Quarter page \$75 - Due Sept. 16
- Make a gift in honor of a recipient's achievement
- Purchase individual tickets: \$150 per person / \$275 per couple / \$1,110 for a table of eight



## **18<sup>TH</sup> ANNUAL PAINT THE TOWN EVENT FACTS**

**WHO** For 18 years, Paint the Town has brought together both established and emerging artists in Buffalo. The event attracts diverse patrons of all ages and backgrounds, averaging 200 guests each year for a live and silent art auction.

**WHAT** Local artists paint, sculpt, draw and photograph our beloved region to raise money for The Buffalo History Museum's mission. The event has a loyal supporting base of artists who participate in the auction each year, including Peter Fowler, Monica Angle, Russell Ram, Francis Noonan and Grace Meibohm. There is locally inspired artwork for every taste and budget!

**WHEN** Thursday, Nov. 3, 2016

**WHERE** The Buffalo History Museum

**DEADLINE FOR SUPPORT** To receive all benefits associated with Paint the Town sponsorships, please commit by August 31, 2016.

## 18<sup>th</sup> ANNUAL PAINT THE TOWN SPONSORSHIP OPPORTUNITIES

### **\$5,000 Presenting Paint the Town Sponsor \*\*Exclusive Opportunity\*\***

- Naming rights to the event- “The Buffalo History Museum and <Your Company> present the 17<sup>th</sup> Annual Paint the Town”
- Banner (provided by company) displayed in the State Court the week of the event
- Full page, inside cover advertisement in the event program
- Logo on event invitation (both print and electronic), mailed to 2,500 Museum supporters
- Company name and logo in all event-related advertising and media releases
- Twenty tickets to Paint the Town



### **\$3,000 The Collector**

- Banner (provided by company) displayed in the State Court the week of the event
- Company name and logo in all event-related advertising and media releases
- Full page ad in event program
- Fifteen tickets to Paint the Town



### **\$1,500 The Curator**

- Logo on the event invitation (both print and electronic)
- Half page advertisement in the event program
- Ten tickets to Paint the Town

### ***Other ways to support Paint the Town***

- Advertise in our program:  
Full page \$300 /Half page: \$150 / Quarter page: \$75  
Ads due by Oct. 27, 2016.
- Event tickets: \$150 Patron / \$70 General / \$50 Member





## **THE TRAINS ARE RUNNING!**

**WHO** Since 1990, The Rotary Train Gallery has attracted a multigenerational audience and thousands of visitors annually. A team of dedicated volunteers serve over 550 of hours each year maintaining, building and running the model trains.

**WHAT** The Buffalo History Museum's impressive train display includes 1900s replica model trains running on more than 200 feet of track, a scale Erie Canal lock and 100 miniature buildings portraying 19th century Buffalo and Western New York.

The recently expanded waterfront has given new life to the display have made the Rotary Train Gallery a focal point. A Train Ticket Booth allows volunteers to distribute train tickets to children. An exhibit showcases artifacts from the time period, depicting the rail industry.

Promotions for the Train Gallery run in family-oriented publications and outlets, including WNY Family Magazine and online calendars.

Train Gallery sponsorships offer organizations year-round exposure in a family-friendly environment.

**WHEN** "Train Season" kicks off each year with "Train Day," which takes place on the fourth Friday of each November. Trains run most weekends from December – March; on M&T Third Fridays throughout the year; and during family events.

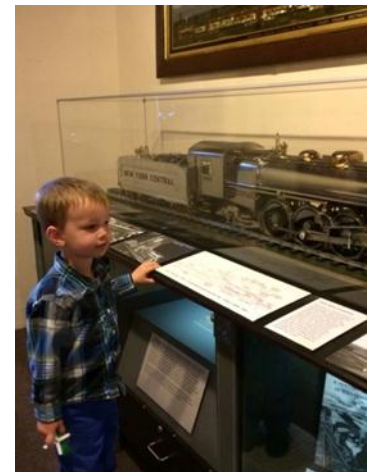
**WHERE** The Buffalo History Museum's Lower Level

**DEADLINE FOR SUPPORT** To receive all benefits associated with the Rotary Train Gallery, please commit by July 30, 2016.

## TRAIN GALLERY SPONSORSHIP OPPORTUNITIES

### **\$5,000: The Engineer \*\* Exclusive Opportunity\*\***

- Naming rights of The Rotary Train Gallery for one year- “<Your Company Name> Rotary Train Gallery”
- Presenting rights to Train Day (Friday, Nov. 25, 2016) - “The Buffalo History Museum and <Your Company> present Train Day”
- Opportunity to include a scaled replica model of your company within the model train display, or a train branded with your company logo
- Opportunity to distribute company branded premium and host a promotional table at the Museum on Train Day
- Opportunity to screen company advertisements in the Museum auditorium on Train Day
- Signage in the Rotary Train Gallery with your company logo for one year
- Company logo in two seasonal program trifold brochures promoting trains (3,000 distributed to museum members and at outlets across Western New York)
- Company logo and name in the Fall & Winter editions of “The Album,” our quarterly newsletter home-delivered to 1,700 museum supporters and an additional 3,500 distributed at public libraries and outlets across WNY
- Company logo and name in all train-related media releases and alerts
- Logo hyperlink in all Train-related e-mail communications for one year
- Twenty complimentary admission tickets to Train Day
- *Bonus!* Full page advertisements in the Red Jacket Awards Dinner and Paint the Town program booklets



### **\$2,500: The Conductor**

- Company logo in one seasonal program trifold brochures promoting trains (1,500 distributed to museum members and at outlets across Western New York)
- Company logo and name in all train-related media releases and alerts
- Listed as a sponsor on all train promotional materials
- Logo hyperlink in all Train-related e-mail communications for one year
- Signage in the Rotary Train Gallery with your company logo for one year
- Fifteen complimentary admission tickets to Train Day



### **\$1,000: The Tender**

- Company listing as a sponsor on all train promotional materials
- Logo hyperlink in all Train-related e-mail communications for one year
- Ten complimentary tickets to Train Day



Yes! \_\_\_\_\_ would like to join The Buffalo History Museum's 2016 Corporate Circle.

**Please select the sponsorship package(s) you wish to invest in.**

**Want more?** We can compose a sponsorship package specifically designed to suit your company's marketing and philanthropic objectives.

**THE FOOD TRUCK RODEO**  
**\*SEASONAL EXPOSURE\***

- Presenting Sponsor: \$10,000
- Supporter: \$5,000
- Benefactor: \$2,500

**PARTY ON THE PORTICO**  
**\*SEASONAL EXPOSURE\***

- Platinum \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000

**TRAIN GALLERY**  
**\*YEAR-ROUND EXPOSURE\***

- The Engineer Presenting Sponsor: \$5,000
- The Conductor: \$2,500
- The Tender: \$1,000

**ADVERTISING OPTIONS**

- Two full page ads in the Red Jacket Awards Dinner & Paint the Town Program books: \$500
- Single full page ad: \$300
- Two half page ads in the Red Jacket Awards Dinner & Paint the Town Program books: \$250
- Single half page ad: \$150
- Quarter page ad: \$75

**THE RED JACKET AWARDS DINNER**

- Presenting Sponsor: \$5,000
- Gold: \$3,000
- Silver: \$2,000

**PAINT THE TOWN**

- Presenting Sponsor: \$5,000
- The Collector: \$3,000
- The Curator: \$1,500

**OTHER WAYS TO SUPPORT THE MUSEUM**

- Support the Museum's general operations for one day: \$4,200
- Underwrite an issue of "The Album," our quarterly newsletter: \$1,900
- Sponsor the Archival Library & its researchers for one day: \$500
- Supply our Exhibits & Interpretation team materials and tools for exhibit production: \$3,000
- Contribute to the Annual Fund at any level you wish \$\_\_\_\_\_

**Total Investment:** \$ \_\_\_\_\_ **Today's Date** \_\_\_\_\_

Company Name (as you wish to appear in print) \_\_\_\_\_

Contact Name \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

Company Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Payment Options**

- Check enclosed, payable to The Buffalo History Museum
- Please invoice us
- Credit Card: MasterCard    Visa

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Please e-mail a high resolution company logo to Jennifer Nichols at [jnichols@buffalohistory.org](mailto:jnichols@buffalohistory.org). If you have any questions about your corporate contribution or additional investment opportunities with The Buffalo History Museum, please contact Kimberly Luangpakdy at (716) 873-9644 ext. 322 or at [kluangpakdy@buffalohistory.org](mailto:kluangpakdy@buffalohistory.org)

**THANK YOU FOR SUPPORTING THE BUFFALO HISTORY MUSEUM!**